

ORDER

KSNV

Orders
Order / Rev: 108089
Alt Order #: 06866082
Product Desc: OBAMA 60S
Estimate: 2175
Flight Dates: 10/25/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/30/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America *Revised*
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	14	\$46,300.00	\$39,355.00
10/29/12	10/29/12	5	\$6,600.00	\$5,610.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$46,300.00	\$39,355.00	0.00
November 2012	5	\$6,600.00	\$5,610.00	0.00
Totals	19	\$52,900.00	\$44,965.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$52,900.00
Market	100%	\$211,600.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$52,900.00
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$52,900.00
KTUD	2%	\$4,232.00
KVVU	17%	\$35,972.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$12,696.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/29/12	M-F 5-6a WakeUp w/WagM	5-6a		M--TF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
				M-F 5-6a WakeUp w/Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/29/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	M--TF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					1	\$900.00		0.00			
E 2	KSNV	10/25/12	10/29/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	M--TF--	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					1	\$1,400.00		0.00			
E 3	KSNV	10/25/12	10/29/12	Today Show Today Show	CM	658a-9am	M--TF--	1:00	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					2	\$1,800.00		0.00			
E 4	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURM News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$700.00		0.00			
E 5	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,250.00		0.00			
E 6	KSNV	10/28/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	-----S	1:00	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,500.00		0.00			
E 7	KSNV	10/25/12	10/29/12	M-F Today Show III 4th BM Today 4th Hour	CM	10am-11am	M--TF--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					1	\$650.00		0.00			
E 8	KSNV	10/25/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	M--TF--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					1	\$650.00		0.00			
E 9	KSNV	10/25/12	10/29/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M--TF--	1:00	1	\$850.00	1	0.00	NM	0	\$0.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					1	\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSNV	10/23/12-10/29/12		Days of our Lives		1258p-2pm	M--ThF----	1:00		(\$850.00)	0.00	NM			
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 10	KSNV	10/25/12	10/29/12	The Doctors The Doctors	CM	2pm-3pm	M--TF--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					1	\$650.00		0.00			
E 11	KSNV	10/25/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	M--TF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					1	\$900.00		0.00			
E 12	KSNV	10/25/12	10/29/12	M-F Early News M-F Early News	CM	5-630p	M--TF--	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					1	\$2,400.00		0.00			
E 13	KSNV	10/25/12	10/25/12	Thurs PR 9-10p Thursday Prime 9-10pm	CM	9-10pm	---T---	1:00	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
THE OFFICE/ UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$6,400.00		0.00			
E 14	KSNV	10/26/12	10/26/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	1:00	1	\$5,200.00	1	0.00	NM	1	\$5,200.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$5,200.00		0.00			
E 15	KSNV	10/27/12	10/27/12	Sat PR 8-9p Saturday Prime 8-9pm	CM	8-9pm	-----S-	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$2,400.00		0.00			
E 16	KSNV	10/28/12	10/28/12	NFL Football NFL Football	CM	1P-9PM	-----S	1:00	1	\$20,000.00	1	0.00	NM	1	\$20,000.00
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$20,000.00		0.00			
E 17	KSNV	10/25/12	10/29/12	The Tonight Show Tonight Show	CM	1135p-1236a	M--TF--	1:00	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					1	\$1,000.00		0.00			
E 18	KSNV	10/25/12	10/29/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	M--TF--	1:00	1	\$500.00	1	0.00	NM	1	\$500.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M--TF--					1	\$500.00		0.00			
E 19	KSNV	10/27/12	10/27/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	1:00	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$2,800.00		0.00			
													Totals	19	\$52,900.00